ORDER

Orders Order / Rev: 06829900 Alt Order #: Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 08/29/12 - 09/04/12 Primary AE: Amy McCreary Original Date / Rev: 06/26/12 / 08/31/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Heller, Dean for U.S. Senate Levised Advertiser Name: Demographic: A35+ New Business Thru:

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Dill Figti				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	51	\$37,425.00	\$31,811.25

PLC01

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$37,425.00	\$31,811.25	0.00
Totals	51	\$37,425.00	\$31.811.25	0.00

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Account Executives

Account Executive	Executive Sales Office Sales Region		Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	23%	\$37,425.00
Market	100%	\$162 717 39

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,578.26
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,289.13
KTUD	1%	\$1,627.17
KVVU	15%	\$24,407.61
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,390.22

_	Ln (Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
	E 1 k	(SNV	08/29/12	08/31/12	M-F 5-6a WakeUp	MgsW\w	5-6a	WTF	:30 3	\$400,001	0.00 NM 3	\$1,200.00
					M-F 5-6a WakeUp	w/Wagners						
	N	IEWS										
		<u>Star</u>	rt Date I	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating				
	We	ek: 08/2	27/12 (09/02/12	WTF	3	\$400.00	0.00				

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Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

08/29/12 - 09/04/12

06829900

Product Desc:

HELLER FOR SENATE

Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
É 1	KSNV	08/29/12	2 08/31/12	M-F 5-6a WakeUp	~	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
	NEWS			M-F 5-6a WakeU	o w/Wagners						:		
		rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
W	eek: 08/		09/02/12	WTF	3	\$400.00	0.00						
E 2	KSNV	09/03/12	2 09/04/12	M-F 5-6a WakeUp	-	5-6a	MT	:30	2	\$400.001	0.00 NM	2	\$800.00
	NEWS			M-F 5-6a WakeU _l	p w/Wagners								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/09/12	MT	2	\$400.00	0.00						
E 3	KSNV	08/29/1	2 08/29/12	M-F 6-7a WakeUp	_	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS			M-F 6-7a WakeU	p w/Wagners								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 08/		09/02/12	W	1	\$700.00	0.00						
E 4	KSNV	09/03/1	2 09/03/12	M-F 6-7a WakeUp	-	6-7a	М	:30	1	\$700.001	0.00 NM	1	\$700.00
	NEWS			M-F 6-7a WakeU	p w/Wagners								·
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/	03/12	09/09/12	M	1	\$700.00	0.00						
E 5	KSNV	09/04/1	2 09/04/12	Today Show	CM	658a-9am	-Т	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	ΤΟΡΑΥ	SHOW		Today Show									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/09/12	T			0.00						
E 6	KSNV	08/30/1	2 08/30/12	Today Show	CM	658a-9am	T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	ΤΩΠΑΥ	SHOW		Today Show	•								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
·W	eek: 08/		09/02/12	T	1	\$1,400.00	0.00						
E 7	KSNV	08/29/1	2 08/31/12	•		9-10a	W-F	:30	2	\$500.00 1	0.00 NM	2	\$1,000.00
	TODAY	SHOW	II	M-F Today Show	11								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating	•					
V	/eek: 08	27/12	09/02/12	W-F	2	\$500.00	0.00			 	!		
E 8	KSNV	09/04/1	2 09/04/12	•		9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
	TODAY	' SHOW	11	M-F Today Show	' 11								•
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
M	/eek: 09	/03/12	09/09/12	-T	1	\$500.00	0.00			······································	···		•
E 9	KSNV	09/03/1	2 09/04/12	M-F Today Show	III 4th 181M	10am-11am	-T	:30	2	\$325.001	0.00 NM	2	\$650.00
	TODAY	SHOW	III	Today 4th Hour									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek; 09	/03/12	09/09/12	-T	2	\$325.00	0.00						
E 10	KSNV	08/29/1	2 08/31/12	M-F Today Show	III 4th 16M	10am-11am	~~WTF~~	:30	3	\$325.001	0.00 NM	3	\$975.00
	TODAY	′ SHOW	HI	Today 4th Hour									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 08	/27/12	09/02/12	WTF	3	\$325.00	0.00]	
E 11	KSNV	08/30/	12 08/31/12	Noon News	CM	12-1230pm	TF	:30	2	\$425,001	0.00 NM	2	\$850 ,00
	NEWS			Noon News									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek: 08		09/02/12	TF		····	0,00						
E 12	KSNV	09/03/	12 09/04/12	Noon News	СМ	12-1230pm	-T	:30	1	\$425. 0 01	0.00 NM	1	\$425.00
	NEWS			Noon News									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating	-					
	Veek: 09		09/09/12	-T	1	\$425.00	0.00						
E 13	KSNV	09/03/	12 09/04/12	!	CM	5-630p	MT	:30	4	\$1,000.001	0.00 N M	4	\$4,000.00

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KSNV

Order / Rev:

103575

Heller, Dean for U.S. Senate

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06829900

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/29/12 - 09/04/12

Estimate:

Advertiser:

Ln Ch Start End Inventory Code Break Start/End Time Len Spots Days Rate Pri Rtg Type Spots Amount VI-F Early News M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating MT----4 \$1,000.00 Week: 09/03/12 09/09/12 0.00 E 14 KSNV 08/29/12 08/31/12 M-F Early News CM · 5-630p --WTF--6 \$1,000,001 0.00 NM គ \$6,000.00 M-F Early News **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate --WTF--Week: 08/27/12 09/02/12 6 \$1,000.00 0.00 E 15 KSNV 08/29/12 08/31/12 M-F Wheel CM 7-730pm :30 1 \$1,000,001 0.00 NM ----F--\$1,000.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating 09/02/12 ------\$1,000.00 Week: 08/27/12 0.00 E 16 KSNV 09/03/12 09/04/12 M-F Wheel CM 7-730pm MT----:30 2 \$1,000.001 0.00 NM 2 \$2,000.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating MT-----2 \$1,000.00 Week: 09/03/12 09/09/12 0.00 Start/End Time Ch Date Range Description Weekdays <u>Length</u> Rate Rtg Type :30(\$1,000.00) 0.00 NM 2 KSNV 09/03/12-09/09/12 M-F Wheel 7-730pm See MG 16.3 [NBC NEWS SPECIAL] 3 KSNV 09/04/12-09/04/12 Wheel of Fortune in PRIME M-SA 8-11p / SUI :30 \$1,000.00 0.00 NM (f) MG for 16.2 09/04 [TP CHANGE] E 17 KSNV 09/03/12 09/04/12 Face to Face w/ RalstonCM 730-758pm :30 \$800.001 0.00 NM MT----\$1,600.00 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 MT----2 \$800.00 Description Start/End Time Spot Ch Date Range <u>Weekdays</u> <u>Length</u> Rate Rtg Type (\$800.00) 0.00 NM 2 KSNV 09/03/12-09/09/12 Face to Face w/ Ralston 730-758pm :30 See MG 17.3 [NBC NEWS SPECIAL] 3 KSNV 09/04/12-09/04/12 Face to Face in PRIME 8-11pm :30 \$800.00 0.00 NM (h) MG for 17.2 09/04 [TP CHANGE] E 18 KSNV 08/29/12 08/31/12 Face to Face w/ RalstonCM 730-758pm ----F--:30 \$800.001 0.00 NM \$800.00 Face to Face w/ J.Ralston FACE Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 08/27/12 09/02/12 \$800.00 0.00 E 19 KSNV 08/30/12 08/30/12 M-F News 3 at Eleven CM 11pm-1135pm :30 1 \$1,100,001 0.00 NM \$1,100.00 M-F News 3 at Eleven **NEWS** Weekdays Spots/Week Rate Rating Start Date End Date Week: 08/27/12 09/02/12 ---T---\$1,100.00 0.00 E 20 KSNV 09/03/12 09/03/12 :30 0.00 NM M-F News 3 at Eleven CM 11pm-1135pm \$1,100,001 M----\$1,100.00 M-F News 3 at Eleven **NEWS** Rating End Date Spots/Week Start Date **Weekdays** Rate 09/09/12 \$1,100.00 0.00 Week: 09/03/12 E 21 KSNV 09/01/12 09/02/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 2 \$1,100,001 0.00 NM \$2,200.00 ----SS Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Rate Rating Week: 08/27/12 09/02/12 \$1,100.00 0.00 09/01/12 09/01/12 News 3 Sunrise - SATURIM -----:30 \$350.001 0.00 NM 6a-7a \$350.00 News 3 Sunrise SATURDAY

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KSNV

Totals

51

\$37,425.00

Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/29/12 - 09/04/12

Estimate:

Ln Ch Inventory Code Rate Pri Rtg Type Spots Start End Break Start/End Time Davs Len Spots Amount **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 08/27/12 09/02/12 \$350.00 0.00 E 23 KSNV 09/01/12 09/02/12 Sa-Su Early News CM 5pm-630pm ----SS :30 \$650,001 0.00 NM 2 \$1,300.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 08/27/12 09/02/12 ----SS \$650.00 0.00 E 24 KSNV 09/02/12 09/02/12 Sunday Today CM 7a-8am ----s :30 \$625.001 0.00 NM 1 \$625.00 Sunday Today SUN TODAY <u>Weekdays</u> Start Date End Date Spots/Week <u>Rate</u> Rating ----S \$625.00 Week: 08/27/12 09/02/12 0.00 E 25 KSNV 09/02/12 09/02/12 Sports Night in Las VegaSM Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 \$400.00 0.00 N 26 KSNV 08/29/12 08/29/12 Noon News 12-1230pm CM --W----:30 \$425.001 0.00 NM \$425.00 Noon News **NEWS** Start Date **End Date** Rating Weekdays Spots/Week Rate Week: 08/27/12 09/02/12 ---W-----\$425.00 0.00 N27 KSNV 08/29/12 08/30/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN -- WT -- -0.00 NM :30 2 \$1,000.001 \$2,000.00 Wheel in Prime WHEEL Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 08/27/12 09/02/12 ~~WT~~~ 2 \$1,000.00 0.00 N 28 KSNV 08/29/12 08/30/12 Face to Face in PRIME CM --WT---:30 \$800.001 0.00 NM \$1,600.00 Face to Face in PRIME **FACE** <u>Weekdays</u> Start Date **End Date** Spots/Week Rating Rate Week: 08/27/12 09/02/12 --WT---\$800.00 0.00 N 29 KSNV 09/03/12 09/04/12 M-F Today Show III 4th 18M 10am-11am MT----:30 \$325.001 0.00 NM \$325.00 Today 4th Hour **Weekdays** Start Date End Date Spots/Week Rate Rating MT-----Week: 09/03/12 09/09/12 \$325.00 0.00